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Message Text

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46
ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 PRS-01 PA-02 USIA-15 SP-02

TRSE-00 OMB-01 ITC-01 STR-04 EA-09 /055 W
---------- 107368
R 241321Z FEB 76
FM AMEMBASSY PARIS
TO USDOC WASHDC
INFO SECSTATE WASHDC 8118

UNCLAS PARIS 05431

E.O. 11652: N/A
TAGS: ETRD, FR
SUBJECT: GOF ASSISTANCE TO FRENCH WATCH INDUSTRY

1. UNDER HEADLINE "TO MEET AMERICAN THREAT" "LE MONDE" REPORTED ON FEBRUARY 18 MEETING BETWEEN GOF MINISTER OF INDUSTRY D'ORNANO AND DELEGATION FROM FRENCH WATCH INDUSTRY. DURING MEETING D'ORNANO ANNOUNCED RELEASE OF CREDITS AND GRANTS TO LAUNCH PLAN FOR THE DEVELOPMENT OF THE ELECTRONIC WATCH INDUSTRY IN FRANCE.

2. FACED WITH INCREASED DEMAND FOR ELECTRONIC WATCHES, WHICH ARE EXPECTED TO ACCOUNT FOR 25 OF TOTAL WORLD PRODUCTION OF WATCHES BY 1980, FRENCH WATCH MANUFACTURERS HAVE PUT HEAVY PRESSURE ON GOF TO INAUGURATE "PLAN HORLOGER" AIMED AT HELPING THE FRENCH WATCH INDUSTRY TO MEET THE STRONG U.S. AND TO A LESSER EXTENT JAPANESE COMPETITION IN THIS PRODUCT LINE. THE GOF WILL ACCORD AN EIGHT MILLION FRENCH FRANC SUBVENTION TO TWO FRENCH COMPANIES FOR R&D EXPENDITURE. THE PLAN ALSO CALLS FOR A RATIONALIZATION OF THE FRENCH WATCH INDUSTRY WHICH PRESENTLY IS CHARACTERIZED BY NUMEROUS SMALL COMPANIES AND FEW LARGE MANUFACTURERS.

3. DETAILS FOLLOW BY AIRGRAM.
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Message Attributes

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Disposition Event:
Disposition History: n/a
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